

# DUPLICATE INVOICE



**WESH**  
**1021 N. Wymore Rd.**  
**Winter Park, FL 32789**  
**Main: (407)645-2222**  
**Billing: (407)389-7661**

www.wesh.com

Billing Address:

**GMMB**  
**Attention: Accounts Payable**  
**3050 K St, NW**  
**Washington, DC 20007**

Send Payment To:

**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
950297-1	10/14/12	October 2012	10/01/12 - 10/08/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

Flight Dates	Order #	Alt Order #
10/02/12 - 10/08/12	950297	07898911

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/02/12	10/05/12	M-F Early Sunrise	5:00-6:00 AM	-TWTF--	:30	5	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	5	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	10/02/12	5:13 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12P130H	\$300.00 NM
5	WESH	Tu	10/02/12	5:53 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12P130H	\$300.00 NM
1	WESH	W	10/03/12	5:25 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12A133H	\$300.00 NM
3	WESH	Th	10/04/12	5:44 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12A133H	\$300.00 NM
4	WESH	F	10/05/12	5:27 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12A133H	\$300.00 NM
2	10/08/12	10/08/12	M-F Early Sunrise	5:00-6:00 AM	M-----	:30	1	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/08/12	5:12 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12Z141H	\$325.00 NM
3	10/02/12	10/05/12	M-F Sunrise @6AM	6:00-7:00 AM	-TWTF--	:30	3	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	3	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WESH	Tu	10/02/12	6:55 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12P130H	\$800.00 NM
2	WESH	W	10/03/12	6:22 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12P130H	\$800.00 NM
1	WESH	Th	10/04/12	6:55 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12A133H	\$800.00 NM
4	10/02/12	10/05/12	NBC Today Show	7:00-9:00 AM	-TWTF--	:30	3	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	3	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/02/12	8:29 AM	NBC Today Show	7:00-9:00 AM	:30	OFA12P130H	\$1,200.00 NM
2	WESH	Th	10/04/12	7:29 AM	NBC Today Show	7:00-9:00 AM	:30	OFA12A133H	\$1,200.00 NM
3	WESH	F	10/05/12	8:35 AM	NBC Today Show	7:00-9:00 AM	:30	OFA12A138H	\$1,200.00 NM
5	10/02/12	10/05/12	*Early Sunrise @4:30AM 430a-5am		-TWTF--	:30	4	\$40.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	4	\$40.00				

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
We warrant that the actual broadcast information shown on this invoice was taken from the program log

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**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**



Invoice #	Invoice Date	Invoice Month	Invoice Period
950297-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/02/12	10/05/12	*Early Sunrise @4:30AM	430a-5am	-TWTF--	:30	4	\$40.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/02/12	4:39 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12P130H	\$40.00 NM
2	WESH	W	10/03/12	4:57 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12P130H	\$40.00 NM
3	WESH	Th	10/04/12	4:41 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12A133H	\$40.00 NM
4	WESH	F	10/05/12	4:55 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12A138H	\$40.00 NM
6	10/08/12	10/08/12	*Early Sunrise @4:30AM	430a-5am	M-----	:30	1	\$75.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>			<u>Spots/Week</u>	<u>Rate</u>		
	10/08/12	10/14/12	M-----			1	\$75.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/08/12	4:49 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12A138H	\$75.00 NM
7	10/06/12	10/06/12	Sat 5-6a	Sat 5-6a	-----S-	:30	2	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>			<u>Spots/Week</u>	<u>Rate</u>		
	10/01/12	10/07/12	-----S-			2	\$50.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Sa	10/06/12	5:31 AM	Sat 5-6a	Sat 5-6a	:30	OFA12Z141H	\$50.00 NM
1	WESH	Sa	10/06/12	5:59 AM	Sat 5-6a	Sat 5-6a	:30	OFA12A138H	\$50.00 NM
8	10/06/12	10/06/12	Sat Sunrise 6-8 AM	6:00-8:00 AM	-----S-	:30	1	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>			<u>Spots/Week</u>	<u>Rate</u>		
	10/01/12	10/07/12	-----S-			1	\$250.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	10/06/12	7:52 AM	Sat Sunrise 6-8 AM	6:00-8:00 AM	:30	OFA12A138H	\$250.00 NM
9	10/06/12	10/06/12	NBC Saturday	Sat 8-10am	-----S-	:30	1	\$1,100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>			<u>Spots/Week</u>	<u>Rate</u>		
	10/01/12	10/07/12	-----S-			1	\$1,100.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	10/06/12	8:51 AM	NBC Saturday	Sat 8-10am	:30	OFA12A138H	\$1,100.00 NM
10	10/07/12	10/07/12	Sun Sunrise@6-8 AM	6:00-8:00 AM	-----S	:30	2	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>			<u>Spots/Week</u>	<u>Rate</u>		
	10/01/12	10/07/12	-----S			2	\$250.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/07/12	6:22 AM	Sun Sunrise@6-8 AM	6:00-8:00 AM	:30	OFA12Z141H	\$250.00 NM
2	WESH	Su	10/07/12	6:53 AM	Sun Sunrise@6-8 AM	6:00-8:00 AM	:30	OFA12A138H	\$250.00 NM
11	10/07/12	10/07/12	NBC Sunday Today	8:00-9:00 AM/9-11A	-----S	:30	2	\$1,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>			<u>Spots/Week</u>	<u>Rate</u>		
	10/01/12	10/07/12	-----S			2	\$1,800.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Su	10/07/12	8:25 AM	NBC Sunday Today	8:00-9:00 AM/9-11A	:30	OFA12A138H	\$1,800.00 NM
1	WESH	Su	10/07/12	8:59 AM	NBC Sunday Today	8:00-9:00 AM/9-11A	:30	OFA12A138H	\$1,800.00 NM
12	10/07/12	10/07/12	NBC MEET THE PRESS NBC MEET THE PR		-----S	:30	1	\$5,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>			<u>Spots/Week</u>	<u>Rate</u>		
	10/01/12	10/07/12	-----S			1	\$5,500.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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**FIN# 59-3186949**



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Invoice #	Invoice Date	Invoice Month	Invoice Period
950297-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A 30'S	1537	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/07/12	10/07/12	NBC MEET THE PRESS NBC MEET THE PI		-----S	:30	1	\$5,500.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH Su 10/07/12 9:59 AM NBC MEET THE PRESS NBC MEET THE PI :30 OFA12Z141H \$5,500.00 NM									
13	10/02/12	10/05/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	-TWTF--	:30	4	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -TWTF-- 4 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH Tu 10/02/12 9:52 AM Regis & Kelly 9-10 AM 9:00-10:00 AM :30 OFA12P130H \$600.00 NM									
3 WESH W 10/03/12 9:33 AM Regis & Kelly 9-10 AM 9:00-10:00 AM :30 OFA12A133H \$600.00 NM									
4 WESH Th 10/04/12 9:15 AM Regis & Kelly 9-10 AM 9:00-10:00 AM :30 OFA12A133H \$600.00 NM									
2 WESH F 10/05/12 9:48 AM Regis & Kelly 9-10 AM 9:00-10:00 AM :30 OFA12A133H \$600.00 NM									
14	10/08/12	10/08/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	M-----	:30	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 M----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH M 10/08/12 9:36 AM Regis & Kelly 9-10 AM 9:00-10:00 AM :30 OFA12A138H \$800.00 NM									
15	10/02/12	10/05/12	NBC Today Show II	10AM-11AM	-TWTF--	:30	4	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -TWTF-- 4 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WESH Tu 10/02/12 10:59 AM NBC Today Show II 10AM-11AM :30 OFA12P130H \$600.00 NM									
1 WESH W 10/03/12 10:28 AM NBC Today Show II 10AM-11AM :30 OFA12P130H \$600.00 NM									
4 WESH Th 10/04/12 NBC Today Show II 10AM-11AM :00 \$600.00 NM									
See MG 15.5, 15.6, 15.7									
3 WESH F 10/05/12 10:59 AM NBC Today Show II 10AM-11AM :30 OFA12A138H \$600.00 NM									
5 WESH Sa 10/06/12 5:13 AM Sat 5-6a Sat 5-6a :30 OFA12A138H \$100.00 NM									
MG for 15.4 10/04									
6 WESH Sa 10/06/12 7:15 AM Sat Sunrise 6-8 AM 6:00-8:00 AM :30 OFA12Z141H \$250.00 NM									
MG for 15.4 10/04									
7 WESH Su 10/07/12 7:41 AM Sun Sunrise@6-8 AM 6:00-8:00 AM :30 OFA12Z141H \$250.00 NM									
MG for 15.4 10/04									
16	10/08/12	10/08/12	NBC Today Show II	10AM-11AM	M-----	:30	1	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 M----- 1 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WESH M 10/08/12 10:57 AM NBC Today Show II 10AM-11AM :30 OFA12Z141H \$700.00 NM									
17	10/02/12	10/05/12	NBC Today Show III	11AM-12PM/10-11/	-TWTF--	:30	4	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/01/12 10/07/12 -TWTF-- 4 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WESH Tu 10/02/12 11:28 AM NBC Today Show III 11AM-12PM/10-11/ :30 OFA12P130H \$600.00 NM									
1 WESH W 10/03/12 11:51 AM NBC Today Show III 11AM-12PM/10-11/ :30 OFA12A133H \$600.00 NM									
2 WESH Th 10/04/12 11:29 AM NBC Today Show III 11AM-12PM/10-11/ :30 OFA12A133H \$600.00 NM									
4 WESH F 10/05/12 11:51 AM NBC Today Show III 11AM-12PM/10-11/ :30 OFA12A133H \$600.00 NM									
18	10/02/12	10/05/12	M-F NOON NEWS 12-12:12:00-12:30 PM		-TWTF--	:30	2	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	10/02/12	10/05/12	M-F NOON NEWS 12-12:12:00-12:30 PM	12:00-12:30 PM	-TWTF--	:30	2	\$400.00	NM
Class of Time - Pre-emptible with notice									
	10/01/12	10/07/12			-TWTF--		2	\$400.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/02/12	12:00 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	OFA12P130H	\$400.00 NM
2	WESH	W	10/03/12	12:27 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	OFA12P130H	\$400.00 NM
19	10/08/12	10/08/12	M-F NOON NEWS 12-12:12:00-12:30 PM	12:00-12:30 PM	M-----	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	M-----	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/08/12	12:29 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	OFA12A138H	\$500.00 NM
20	10/02/12	10/05/12	M-F 4-5 PM NEWS	M-F 4-5 PM	-TWTF--	:30	6	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-TWTF--	6	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/02/12	4:28 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	OFA12P130H	\$750.00 NM
6	WESH	W	10/03/12	4:24 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	OFA12P130H	\$750.00 NM
2	WESH	W	10/03/12	4:42 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	OFA12A133H	\$750.00 NM
5	WESH	Th	10/04/12	4:27 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	OFA12A133H	\$750.00 NM
3	WESH	Th	10/04/12	4:58 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	OFA12A133H	\$750.00 NM
4	WESH	F	10/05/12	4:28 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	OFA12A133H	\$750.00 NM
21	10/02/12	10/05/12	M-F 5-6 PM ROT	5:00-6:00 PM	-TWTF--	:30	4	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-TWTF--	4	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	10/02/12	5:27 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	OFA12P130H	\$900.00 NM
1	WESH	W	10/03/12	5:41 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	OFA12P130H	\$900.00 NM
3	WESH	Th	10/04/12	5:53 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	OFA12A133H	\$900.00 NM
4	WESH	F	10/05/12	5:41 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	OFA12A138H	\$900.00 NM
22	10/02/12	10/05/12	M-F 6-6:30 PM	M-F 6-6:30 PM	-TWTF--	:30	5	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-TWTF--	5	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WESH	Tu	10/02/12	5:58 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	OFA12P130H	\$1,200.00 NM
5	WESH	Tu	10/02/12	6:29 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	OFA12P130H	\$1,200.00 NM
1	WESH	W	10/03/12	6:29 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	OFA12A133H	\$1,200.00 NM
3	WESH	Th	10/04/12	6:23 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	OFA12A133H	\$1,200.00 NM
2	WESH	F	10/05/12	6:23 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	OFA12A133H	\$1,200.00 NM
23	10/08/12	10/08/12	M-F 6-6:30 PM	M-F 6-6:30 PM	M-----	:30	1	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	M-----	1	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/08/12	6:21 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	OFA12A138H	\$1,400.00 NM
24	10/06/12	10/06/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	-----S-	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-----S-	1	\$1,200.00				

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We warrant that the actual broadcast information shown on this invoice was taken from the program log.



## DUPLICATE INVOICE

Send Payment To:



**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
950297-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A 30'S	1537	

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
24	10/06/12	10/06/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	-----S-	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	10/06/12	6:22 PM	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	:30	OFA12Z141H	\$1,200.00 NM
25	10/07/12	10/07/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	-----S	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-----S	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/07/12	6:28 PM	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	:30	OFA12A138H	\$1,200.00 NM
26	10/02/12	10/05/12	M-F Entertainment Tonight	7:00-7:30 PM	-TWTF--	:30	4	\$1,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-TWTF--	4	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WESH	Tu	10/02/12	7:10 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12P130H	\$1,600.00 NM
2	WESH	W	10/03/12	7:11 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12P130H	\$1,600.00 NM
3	WESH	Th	10/04/12	7:29 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12A133H	\$1,600.00 NM
1	WESH	F	10/05/12	7:09 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12A138H	\$1,600.00 NM
27	10/08/12	10/08/12	M-F Entertainment Tonight	7:00-7:30 PM	M-----	:30	1	\$1,700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	M-----	1	\$1,700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/08/12	7:29 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	OFA12Z141H	\$1,700.00 NM
28	10/02/12	10/05/12	M-F Access Hollywood	Access Hollywood /	-TWTF--	:30	5	\$1,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-TWTF--	5	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/02/12	7:40 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12P130H	\$1,600.00 NM
4	WESH	W	10/03/12	7:42 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12A133H	\$1,600.00 NM
5	WESH	W	10/03/12	7:56 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12P130H	\$1,600.00 NM
3	WESH	Th	10/04/12	7:55 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12A133H	\$1,600.00 NM
2	WESH	F	10/05/12	7:47 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12A133H	\$1,600.00 NM
30	10/02/12	10/06/12	M-Su News @ 11PM	11-1135p	-TWTFS-	:30	3	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-TWTFS-	3	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/02/12	11:22 PM	M-Su News @ 11PM	11-1135p	:30	OFA12P130H	\$1,400.00 NM
3	WESH	Th	10/04/12	11:31 PM	M-Su News @ 11PM	11-1135p	:30	OFA12A133H	\$1,400.00 NM
2	WESH	Sa	10/06/12	11:20 PM	M-Su News @ 11PM	11-1135p	:30	OFA12A138H	\$1,400.00 NM
31	10/02/12	10/05/12	NBC Tonight Show	11:35P-12:35XM	-TWTF--	:30	4	\$850.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-TWTF--	4	\$850.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/02/12	12:09 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12P130H	\$850.00 NM
2	WESH	W	10/03/12	12:09 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12A133H	\$850.00 NM
4	WESH	Th	10/04/12	12:08 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12A133H	\$850.00 NM
3	WESH	F	10/05/12	12:08 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12A133H	\$850.00 NM

# DUPLICATE INVOICE

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**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
950297-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A 30'S	1537	

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
32	10/08/12	10/08/12	NBC Tonight Show	11:35P-12:35XM	M-----	:30	1	\$850.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$850.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WESHM		10/08/12	12:30 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12A138H	\$850.00	NM
33	10/02/12	10/05/12	NBC Carson Daly ON	NBC Carson Daly C	-TWTF--	:30	4	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-TWTF--	4	\$100.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WESH Tu		10/02/12	1:46 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12P130H	\$100.00	NM
3 WESH W		10/03/12	2:01 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12P130H	\$100.00	NM
4 WESH Th		10/04/12	2:00 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12A133H	\$100.00	NM
2 WESH F		10/05/12	1:46 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12A138H	\$100.00	NM
34	10/08/12	10/08/12	NBC Carson Daly ON	NBC Carson Daly C	M-----	:30	1	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$100.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WESHM		10/08/12	2:04 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12Z141H	\$100.00	NM
35	10/08/12	10/08/12	Mon NBC Prime VOICE	Prime Other	M-----	:30	1	\$8,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$8,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WESHM		10/08/12	8:48 PM	Mon NBC Prime VOICE	Prime Other	:30	OFA12A138H	\$8,000.00	NM
36	10/02/12	10/02/12	NBC Prime GO ON/ NEW	9:00-10:00 PM	-T-----	:30	1	\$3,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-T-----	1	\$3,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WESH Tu		10/02/12	9:20 PM	NBC Prime GO ON/ NEW NORM	9:00-10:00 PM	:30	OFA12P130H	\$3,800.00	NM
39	10/05/12	10/05/12	NBC Prime WHITNEY/CC	8:00-9:00 PM	----F--	:30	1	\$2,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	----F--	1	\$2,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WESH F		10/05/12		NBC Prime WHITNEY/COMM	8:00-9:00 PM	:00		<del>\$2,000.00</del>	NM
See MG 39.2									
2 WESH F		10/05/12	8:20 PM	NBC Prime GRIMM	8:00-9:00 PM	:30	OFA12A138H	\$2,000.00	NM
MG for 39.1 10/05									
40	10/05/12	10/05/12	NBC Prime GRIMM	9:00-10:00 PM	----F--	:30	1	\$3,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	----F--	1	\$3,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WESH F		10/05/12	9:17 PM	NBC Prime GRIMM	9:00-10:00 PM	:30	OFA12A133H	\$3,800.00	NM
41	10/07/12	10/07/12	NFL	8:00PM-conclusion	-----S	:30	2	\$12,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----S	2	\$12,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>

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**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**



www.wesh.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
950297-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A 30'S	1537	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
41	10/07/12	10/07/12	NFL	8:00PM-conclusion	-----S	:30	2	\$12,000.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/07/12	10:09 PM	NFL	8:00PM-conclusion	:30	OFA12Z141H	\$12,000.00 NM
2	WESH	Su	10/07/12	10:53 PM	NFL	8:00PM-conclusion	:30	OFA12A138H	\$12,000.00 NM
42	10/08/12	10/08/12	NBC Prime REVOLUTION	10:00-11:00 PM	M-----	:30	1	\$6,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	M-----	1	\$6,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/08/12	10:36 PM	NBC Prime REVOLUTION	10:00-11:00 PM	:30	OFA12Z141H	\$6,000.00 NM
43	10/02/12	10/02/12	NBC Prime VOICE	8:00-9:00 PM	-T-----	:30	1	\$7,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-T-----	1	\$7,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/02/12	8:19 PM	NBC Prime VOICE	8:00-9:00 PM	:30	OFA12P130H	\$7,000.00 NM
44	10/07/12	10/07/12	Sun 5-6a	Sun 5-6a	-----S	:30	1	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-----S	1	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/07/12	5:41 AM	Sun 5-6a	Sun 5-6a	:30	OFA12A138H	\$50.00 NM
45	10/02/12	10/02/12	NBC Prime PARENTHOOD	10:00-11:00 PM	-T-----	:30	1	\$4,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-T-----	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/02/12	10:32 PM	NBC Prime PARENTHOOD	10:00-11:00 PM	:30	OFA12P130H	\$4,500.00 NM
46	10/05/12	10/05/12	NBC Prime DATELINE	10:00-11:00 PM	----F--	:30	1	\$4,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	----F--	1	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	F	10/05/12	10:30 PM	NBC Prime DATELINE	10:00-11:00 PM	:30	OFA12A138H	\$4,000.00 NM
47	10/06/12	10/06/12	Notre Dame Football	5:00A-4 XM	-----S-	:30	2	\$2,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	-----S-	2	\$2,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	10/06/12	7:38 PM	Notre Dame Football	5:00A-4 XM	:30	OFA12A138H	\$2,500.00 NM
2	WESH	Sa	10/06/12	10:23 PM	Notre Dame Football	5:00A-4 XM	:30	OFA12Z141H	\$2,500.00 NM
48	10/08/12	10/08/12	M-F 4-5 PM NEWS	M-F 4-5 PM	M-----	:30	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	M-----	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	10/08/12	4:55 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	OFA12A138H	\$800.00 NM
49	10/08/12	10/08/12	M-F Access Hollywood	Access Hollywood	M-----	:30	1	\$1,700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	M-----	1	\$1,700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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950297-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
49	10/08/12	10/08/12	M-F Access Hollywood	Access Hollywood /	M-----	:30	1	\$1,700.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/08/12	7:55 PM	M-F Access Hollywood	Access Hollywood /	:30	OFA12A138H	\$1,700.00 NM
50	10/08/12	10/08/12	M-F 5-6 PM ROT	5:00-6:00 PM	M-----	:30	1	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	M-----	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		10/08/12	5:53 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	OFA12Z141H	\$1,000.00 NM
51	10/03/12	10/05/12	KATIE COURIC DAY	2-3PM	--WTF--	:30	3	\$200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/01/12	10/07/12	--WTF--	3	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESHW		10/03/12	2:12 PM	KATIE COURIC DAY	2-3PM	:30	OFA12A133H	\$200.00 NM
1	WESHTh		10/04/12	2:59 PM	KATIE COURIC DAY	2-3PM	:30	OFA12A133H	\$200.00 NM
3	WESHF		10/05/12	2:36 PM	KATIE COURIC DAY	2-3PM	:30	OFA12A138H	\$200.00 NM
<b>Total Spots</b>							<b>105</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$144,310.00</b>
<u>Agency Commission</u>	<b>\$21,646.50</b>
<u>Net Amount Due</u>	<b>\$122,663.50</b>